

Message Text

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FM AMEMBASSY MADRID

TO SECSTATE WASHDC PRIORITY 5447

INFO AMECONSUL BARCELONA

AMCONSUL BILBAO

AMCONSUL SEVILLA

UNCLAS MADRID 3171

E.O. 11652: N/A

TAGS: BGEN, SP

SUBJECT: POST RELATIONSHIPS WITH AMERICAN CHAMBER OF COMMERCE

REF: STATE 094266

1. EMBASSY WELCOMES INFORMATION ABOUT RECENT MEETING BETWEEN CENTER FOR INTERNATIONAL BUSINESS RELATIONS OF U.S. CHAMBER OF COMMERCE AND OFFICE OF COMMERCIAL AFFAIRS (EB). THOUGH AMCHAM HEADQUARTERS IN SPAIN ARE IN BARCELONA, WITH SMALLER OFFICES IN MADRID AND OTHER MAJOR SPANISH CITIES, EMBASSY AND CONSITUENT POSTS ENJOY CORDIAL RELATIONSHIP WITH AMCHAM MEMBERS AND THE ORGANIZATION. THE AMBASSADOR IS IN FREQUENT TOUCH WITH AMCHAM MEMBERS IN BOTH MADRID AND BARCELONA, AND HAS ADDRESSED AS WELL AS VISITED AMCHAM IN BARCELONA.

2. AMBASSADOR, DCM AND REPS FROM MOST EVERY SECTION OF MISSION ALSO REGULARLY ATTEND MONTHLY LUNCHEONS ORGANIZED BY RESIDENT US BUSINESS COMMUNITY. IN ADDITION, MISSION HAS ASSISTED AMCHAM IN OBTAINING VISITING AMERICANS AS GUEST SPEAKERS. AS DEPARTMENT AND U.S. CHAMBER ARE AWARE, THERE IS A SPECIAL SITUATION AFFECTING THE ACTIVITIES OF THE AMERICAN CHAMBER IN SPAIN IN WHICH THE AMBASSADOR HAS TAKEN AN ACTIVE PERSONAL INTEREST. IN SUM, WE ARE CONVINCED THAT RELATIONSHIP BETWEEN EMBASSY AND AMCHAM ENTAILS INITIATIVE BY THE EMBASSY IN EFFECTING WARM AND MEANINGFUL COORDINATION TO MUTUAL BENEFIT. AS RESULT OF PHYSICAL SEPARATION BETWEEN

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AMCHAM HEADQUARTERS AND EMBASSY, CONGEN BARCELONA MAINTAINS

DAILY CONTACT WITH PRESIDENT AND GENERAL SECRETARIAT. NEVERTHELESS, THE EMBASSY HAS FREQUENT COMMUNICATIONS AND CONTACT WITH PRESIDENT AND HEADQUARTERS AS WELL AS WITH MADRID OFFICE AND DIRECTORS.

3. ONE GOOD COOPERATIVE TECHNIQUE DEVELOPED HERE IS FOR THE AMCHAM TO ORGANIZE A MEETING OF REPS OF APPROPRIATE MEMBER FIRMS TO MEET WITH POTENTIAL US INVESTORS AND/OR LICENSEES LOOKING AT SPANISH MARKET AND WHO CALL INITIALLY AT EMBASSY'S COMMERCIAL OFFICE. VISITING US BUSINESSMEN APPRECIATE THIS EXCELLENT OPPORTUNITY TO OBTAIN AN ASSESSMENT OF LOCAL MARKET DEVELOPMENTS FROM EXPERIENCED BUSINESSMEN AS INVALUABLE SUPPLEMENT TO SERVICES RENDERED BY EMBASSY. THIS VEHICLE, OF COURSE, MUST BE LIMITED TO SERIOUS US BUSINESS VISITORS SO AS NOT TO OVERBURDEN AMCHAM RESOURCES.

4. ONE FIELD IN WHICH AMCHAM MIGHT USEFULLY ASSIST ENTIRE MISSION WOULD BE VISIT USA PROGRAM. IN VIEW OF USTS PRIORITIES IN SMALL NUMBER OF SELECTED MARKETS, PERHAPS US CHAMBER COULD COORDINATE OBTAINING TOURIST-TYPE LITERATURE OF GIVE-AWAY NATURE FROM U.S. SOURCES. LOCAL TOURIST AGENCIES CLEARLY LACK SUCH INFORMATION WHICH STANDS IN MARKED CONTRAST TO WHAT OTHER LEADING TOURIST COUNTRIES PROVIDE.

5. WE WOULD APPRECIATE RECEIVING CONTINUING FEEDBACK OF INFORMATION RE WASHINGTON MEETINGS WITH US CHAMBER. THERE WILL ALWAYS BE ROOM FOR BETTER COORDINATION AND MUTUAL SUPPORT BETWEEN USG AND AMCHAM RESOURCES AND WE ENDORSE CONTINUING DIALOGUE BETWEEN USG AND CHAMBER BOTH IN US AS WELL AS OVERSEAS.

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